GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4896
ANSWERED ON:24.08.2001
UGC PROGRAMMES
AMBATI BRAHMANAIAH

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Doordarshan is going to drop all UGC programmes in favour of religious and other programmes;

(b) whether the UGC and other educational organisations have been informed of this policy;

(c) if so, their reaction to it;

(d) whether any sponsor has been selected for telecasting educational programmes by Doordarshan;

(e) if not, whether any effort has been made by Doordarshan to find commercial or other sponsors to fund such activity; and

(f) the other steps taken/ being taken by the Government to continue the educational programmes on Doordarshan?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a): No, Sir.

(b) & (c): Do not arise.

(d) & (e): No sponsor has, so far, come forward to commercially fund educational programmes.

(f): It has been intimated by Prasar Bharati that Doordarshan has undertaken arestructuring exercise of its programming on DD-National Channel, with a view to meeting its mandate as a Public Service Broadcaster and to ensure that it is in a position to generate revenue to gradually become self-supporting. They are, discussing with the Ministry of Human Resource Development, the future telecast arrangements of educational programmes of `Gyan-Darshan` Channel produced by various agencies likeUGC, IGNOU, CIET etc.